Commissioning Brief

Key Stage One, Northern Ireland, The World Around Us

Overview

BBC Bitesize is commissioning content for students studying **Key Stage One The World Around Us** in schools in Northern Ireland. Key Stage One students are aged 6 – 8 years old and are in Primary 3 and 4.

The World Around Us is an Area of Learning in the primary curriculum. It encourages children's natural curiosity and answers some of their questions about the world from the perspectives of Geography, History, and Science and Technology.

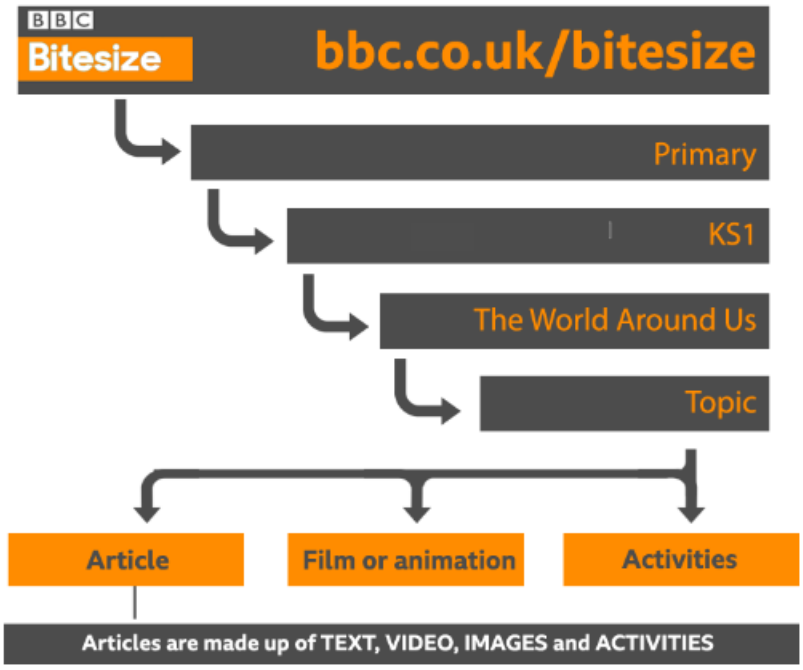
Teachers should enable children to develop knowledge, understanding and skills in four connected strands:

- Interdependence
- Place
- Movement and Energy
- Change Over Time.

The World Around Us promotes an enquiry-based approach to learning. Children must have broad and balanced experiences across the three statutory contributory elements of Geography, History, and Science and Technology.

We are looking for a creative production company who can combine the demands of the curriculum with delivering engaging, dynamic and relevant content.

Key Stage One students are early in their school learning journey and this content should capture their imagination whilst being age appropriate. Content will be used for independent learning, by teachers in the classroom and to improve understanding of the subject matter.



Summary of deliverables

We require the following content for **The World Around Us**:

- Video: Approximately 20 minutes of original video or animation. This could break down to 11 - 13 short films of approximately 1 minute and 30 seconds duration on average. Some films can be shorter or longer than others, so we are flexible on the final number.

(Budget: £30,000)

Bitesize brand values and tone

- Quality learning resources with high production values, tailored to the needs of the audience
- Clear, concise delivery of the key educational points in bite-sized chunks
- Accessible to every level of academic ability and learning style
- Factually correct, high-quality and curriculum-relevant
- Simple, straightforward language
- Funny, quirky or irreverent tone where appropriate
- Innovative educational media format

Audience

Key stage one students are aged 6 – 8 years old and in Primary 3 and 4.
Audience research* shows that:

- Almost all have a family computer at home.
- Three in four have their own computer - for three in five this is a tablet device.

- They go online for around an hour and a half a day.
- Their favourite programmes are predominantly cartoons, and other children's programming.

*Research from *The Monitor Report 2019* from Childwise

Teachers have told us:

- Local accents are important at this early stage.
- Video, interactive activities and animations are the most useful resources.
- It is important not to be babyish. The style should be pitched to slightly older children.
- Throughout their time in school, whatever subject they are studying, it is important to help children achieve and maintain a sense of well-being.
- Bitesize videos / animations would be useful tools to introduce concepts at the beginning of class or as a reminder at the end.
- Within TWAU pupils enjoy and engage most with practical and investigative work. Their preferred subjects are Technology, Space, Science (experiments) and History.
- Pupils struggle with the written elements of TWAU, but many TWAU resources are worksheet based. Pupils find the written aspects of subjects like Geography hard to relate to, especially if the focus is on countries far away. Aspects of the curriculum that don't relate to the pupils' own world experiences can be hard for them to grasp.
- To be relatable, resources should be topical and relevant to pupils' environment.
- Resources for Science, Technology and Geography are lacking, which makes these subjects difficult to teach. STEM subjects are enjoyable for pupils, but can be difficult to deliver as pupils are at different levels and affordable, reputable resources are hard to find.
- Resources that help with practical experiments would be useful.
- At KS1 level, not all schools set homework for TWAU. Any homework set is mostly research based.
- Teachers report that more resources will help them to deliver the subject better.

The subject

We are currently commissioning the following topics for The World Around Us:

Topics	Guides
Food and farming	Farm animal families (including life cycles) Plant requirements for growth Healthy eating Seeds Where our food comes from (is it plants or animals?)
Where we live	Trees Plants Birds Rocks and soil Local wildlife Minibeasts
Houses and homes	Castles Polar regions Homes in other countries Animal homes What things are made of (humans make use of natural materials) Electricity

The commissioned video or animations will cover content from each of the topic areas. The total 20 minutes will be split between the three topic areas. Assets from these films or animations will be used to create activities.

You can view CCEA requirements for KS1 The World Around Us via this link - https://ccea.org.uk/key-stages-1-2

Content for delivery

Video/animation

Original video

- Approximately 20 minutes of original video or animation. This could break down to 11 - 13 short films of approximately 1 minute and 30 seconds duration on average. Some films can be shorter or longer than others, so we are flexible on the final number.
- Each video or animation must be age-appropriate and deliver clear learning outcomes
- Each video or animation should contextualise or give an overview of the topic
- Video can be presenter-led or narrated
- We will require delivery of animation assets or high quality stills photographs from any live action in order to create activities for the article pages
- Age appropriate text to accompany each film must be provided. This will be written by your education consultant and will be user-facing. It should comprise a few short paragraphs of 500 - 700 words in total

For more detail, see Appendix Item C: Video spec for delivery

What we're looking for…

Creative proposal

Companies are invited to submit a creative proposal detailing their approach to creating content for Key Stage One **The World Around Us.**

Your proposal should include:

Content/editorial plan

This proposal will include a content and editorial plan which sets out how you will deliver the learning outcomes as listed in *Appendix: Item B,* and how your approach incorporates the Bitesize brand values.

Please also include a first draft script and storyboard outlining how you would approach a film or animation covering **'Minibeasts'.**

Please select one learning outcome for this piece from the list below:-

- The variety of animals can be identified according to their characteristics
- Animals have characteristics which are adapted to their habitat
- Living things undergo a lifecycle

- There are similarities and differences in minibeasts and other living things
- Living things occupy different habitats which provide for their needs

Please provide an example of age-appropriate text to accompany your video/animation. This will be written by your education consultant. It should a short paragraph only.

It would be beneficial to include images or illustrations to give an idea of the look and feel of any video or animation content proposed.

Production schedule

Please provide a top-level schedule of major milestones/project management approach.

Please describe how you will work to schedule while observing social distancing restrictions. For example, can staff work from home?

Note: A project management system will be required (i.e. Trello, Slack or other tool) to manage the production of the content and to allow the BBC to track the project's progress and record feedback.

Budget

Within your budget, you will need to make allowance for the following:

Adviser

An education consultant is essential to advise and offer guidance on the content during each stage of the production.

Your education consultant will write age appropriate text to accompany each film. This should comprise a few short paragraphs of 500 - 700 words in total.

Your education consultant will need to have approval from the BBC production team before production starts.

User Testing

In normal circumstances we would ask for at least two user-testing sessions during the course of the production. These would usually involve working with at least two different schools teaching Key Stage One The World Around Us.

However, given the current situation with Covid-19, we are happy to consider novel ways of user-testing which do not involve face to face meetings with pupils.

Working with the BBC

There will be a minimum of four Zoom meetings during production. In addition, we require a weekly content report/update (via email, phone or teleconference).

Project Initiation Meeting – This first Zoom meeting will be a chance to meet the production team in Belfast. We will discuss the editorial scope of the project, confirm the timeline for delivery and hear content plans and ideas.

Meeting #2 – This Zoom meeting will take place at the mid-point of the pre-production process and will focus on

- proposed video content (scripts, storyboards, talent, style and tone)
- production schedule/milestones
- input from the Education Consultant and user testing

Meeting #3 – This Zoom meeting will be scheduled for the mid-point of the production process and will assess content produced to date and next steps including:

- production schedule/milestones
- feedback from the Education Consultant and user testing

Meeting #4 – This final Zoom meeting will be scheduled around the end of the production process to focus on how the content fits together within the Bitesize framework as well as delivery of content.

Company and project team profile

We want to hear from companies who are passionate about learning and enthusiastic about creating content for one of the BBC's premier online brands.

Audience awareness will also be key; do you know this audience and their needs? Have you produced content for them before? Can you produce content that will resonate with them?

Please include details on the skills and experience of the key members of your project team.

We would like to see evidence of your capacity to deliver this content.

Links to relevant portfolio examples

Please send links to content you have produced which you think are relevant to this commission.

Budget

£30,000

Please provide a budget breakdown to show how you intend to cost the project. Payment schedule to be agreed upon award of contract. Typical payment might be:

- 40% on signature of contract
- 30% divided upon completion of defined production milestones
- 30% upon final delivery

Working together

Who is responsible for what?

You will be responsible for:

- Project management and production of deliverables to agreed deadline and budget
- Chairing regular production meetings and communicating project plans and status
- Post-production paperwork to be completed in Silvermouse.

We will be responsible for:

- Sharing project documentation
- Collaboration throughout the production and delivery
- Enabling access to any relevant BBC archive
- Sign-off at milestones on all content, and on final delivery – within an agreed timeframe

We will be jointly responsible for:

- Ensuring the learning outcomes are met
- Ensuring that content is best-fit for the Bitesize audience
- Quality assurance of content

The BBC Learning team

- David Monahan - Editor
- Emma McIlveen & Louisa McCartney – Producers
- Alison Finch – Assistant Producer
- Angeline Tandon – Researcher

Schedule/project management

- All Bitesize productions follow an iterative development process and we will feed back throughout the project
- Final delivery and sign off for the project is **Friday the 15th of January 2021.**

This project is highly dependent on specific delivery dates that will be defined in the contract. As such we would like you to give particular attention to clause 9 in our standard terms which states the following:

If you fail or are due to fail to deliver a Deliverable (or any part thereof) due at any stage specified in Schedule 2 for any reason not directly and solely attributable to the BBC, the BBC shall (without prejudice to any other rights or remedies available to the BBC under this Agreement or at law) be entitled to terminate this Agreement
Should this situation arise and the BBC is forced to terminate, the BBC would only be liable to you for anything delivered prior to termination. For this reason we would ask that you give timeframes and delivery the highest priority.

The pitching process

Shortlisted companies will be invited to pitch their proposals via Zoom.

Learning experience is not a prerequisite, but a thorough understanding of the needs of the Bitesize audience and clear approach to addressing those needs is expected.

Deadline for submissions, pitch deliverables and selection requirements are outlined below:

Commissioning schedule

Commissioning brief published	**Thursday 11th June 2020**
Deadline for creative proposal submission	**Wednesday 8th July 2020**
Deadline for notification of shortlisted proposals	**Friday 10th July 2020**
Pitch meetings (via Zoom)	**Wednesday 29th July 2020**
Commission decision	**Thursday 30th July 2020**
Project initiation meeting (via Zoom)	**Wednesday 5th August 2020**
Full delivery of commission	**Friday 15th January 2021**

Proposal deliverable list

- Company overview, portfolio and project team
- Project overview
- Content/editorial plan with storyboard for film or animation covering **'Minibeasts'**
- Production schedule and project management approach
- Budget breakdown

Selection

The BBC will use the following standard criteria to evaluate the pitches submitted:

- Quality of the idea proposed – suitability for Bitesize audience
- Prior experience of company
- Ability to meet editorial requirements
- Core staff experience
- Project management / production plan
- Pricing / value for money
- Presentation of response

Next Steps

All proposals should be submitted via email to alison.finch.01@bbc.co.uk by **Wednesday the 8th of July 2020**.
Please use '**Submitted Proposal: Key Stage One The World Around Us'** as the subject line.

This is an open brief published on the BBC Learning Commissioning website.
Please note that this document is for information purposes only and does not form part of a contractual agreement with the BBC.
This is a stand-alone new media commission and the BBC will require all rights in the content, worldwide and on all platforms. The commission will be contracted using the BBC's New Media Rights Framework 2 agreement. Further information on the BBC New Media Frameworks can be found here: http://www.bbc.co.uk/commissioning/technology-online/how-we-work/new-mediarights-framework.shtml

Bitesize Diversity and Inclusion Commissioning Guidelines

BBC Bitesize has produced guidelines for all suppliers, setting out how we will work together to meet our ambitions for diversity and inclusion. Suppliers should consult these guidelines when responding to Bitesize commissioning briefs.
BBC Bitesize Diversity and Inclusion Commissioning Guidelines

APPENDIX

Three items

Item A: *Suggested Content Breakdown*

Some topics may require more than one video where others may not. The 20 minutes of film or animation do not need to be spread evenly across the topics.

Topics	Guides
Food and farming	Farm animal families (including life cycles) Plant requirements for growth Healthy eating Seeds Where our food comes from (is it plants or animals?)
Where we live	Trees Plants Birds Rocks and soil Local wildlife Minibeasts
Houses and homes	Castles Polar regions Homes in other countries Animal homes What things are made of (humans make use of natural materials) Electricity

Item B: *Learning outcomes for The World Around Us as set out by the NI Curriculum*

Through the contributory elements of History, Geography and Science and Technology, teachers should enable pupils to develop knowledge, understanding and skills in:

Interdependence

Pupils should be enabled to explore:

• 'Me' in the world; • How plants and animals rely on each other within the natural world; • Interdependence of people and the environment; • The effect of people on the natural environment over time; • Interdependence of people, plants, animals and place.

Place

Pupils should be enabled to explore:

• How place influences plant and animal life; • Ways in which living things depend on and adapt to their environment; • Features of the immediate world and comparisons between places; • Change over time in local places; • Positive and negative effects of people on places.

Movement and Energy

Pupils should be enabled to explore:

• Sources of energy in the world; • How and why people and animals move; • Changes in movement and energy over time.

Change over Time

Pupils should be enabled to explore:

• Ways in which change occurs in the natural world; • How people and places have changed over time; • Positive change and how we have a responsibility to make an active contribution.

Item C: Video Spec for Delivery

VIDEO

Deliver on a hard drive (exFAT) two formats of each video (one compressed and one uncompressed).

Compressed:

- **Container format:** .mp4 or .mov
- **Maximum file size**, 50GB
- **Video Codec:** H.264 / QuickTime

If your system gives you the option to choose between baseline, main and high profile for H264 export, high is preferred.

- **Frame size:** 1920 x 1080
- **Frames per second:** 25 (progressive scan)
- **Bit rate/ Quality:** Constant/100%

Audio

- **Codec:** AAC
- **Channels:** Stereo
- **Bit rate:** 320 kbps
- **Sample rate:** 48 KHz
- **Sample depth:** 16 bit

For online there is no set level – if it is consistent and you can hear the voice over the music mix and it is not too low or distorted, it is fine.

Uncompressed:

- Deliver an uncompressed version on separate channels.
- This can be the source files used within the editing system, with Video, Voice, Music, SFX and Graphics on separate channels.
- Graphics must be rendered on separate channel for translation.
- Video Codec is AVC Intra Class 100. Premiere and FCP you can use the DPP AS-11 HD export setting.
- If delivering animation, use the uncompressed Animation Codec.
- H264 source footage from DSLRs is acceptable.

Please refer to this link for output https://www.digitalproductionpartnership.co.uk/what-we-do/technical-standards/programme-delivery-standards/

The separate animation assets (as psd or eps files) or good quality still photographs from live action should also be supplied in order for the Bitesize team to build activities to sit alongside the videos.

MUSIC

Commercial music should only be used in the videos if there is an editorial reason to do so and this needs to be agreed with the BBC prior to inclusion.

SUBTITLES

- To deliver an XML for subtitles for each video (English SDH)
- Using a form of XML called TTML EBU-TT-D (Time Text Markup Languages)
- Section 26 - http://bbc.github.io/subtitle-guidelines/

For file format please refer to this link http://bbc.github.io/subtitle-guidelines/ from section 23. There are other useful guides in this file but a basic style guide and example will be supplied later.

DOCUMENTATION

The following Post Production Documentation must be completed within seven days of the delivery date:

- Metadata for each video written by a teacher/educational consultant
- 2 x post production transcript for each piece of video – one timecoded and one without timecode
- Complete post production Silvermouse form. New users to Silvermouse can obtain a login by visiting the Silvermouse website and clicking 'New User'. Existing Silvermouse users (including those who use the system for other broadcasters) can use the same login details as previously. There is no cost associated with account creation.